



PATENT  
Serial No. 08/691,900

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

RECEIVED  
AUG 20 2001  
Technology Center 2100

#17/c  
8-22-01  
[Signature]

Inventor(s) Jitendra Apte  
Marina Lima Roesler

Serial No. 08/691,900

Group Art Unit : 2163

Filing Date August 1, 1996

Docket No 2-4 (111327)

Examiner: Romain Jeanty

Title INTERACTIVE MULTIMEDIA ADVERTISING AND  
ELECTRONIC COMMERCE ON A HYPERTEXT NETWORK

COMMISSIONER FOR PATENTS  
BOX: AMENDMENT  
WASHINGTON, D.C. 20231

**RESPONSE TO OFFICE ACTION**

SIR:

In response to the Office Action dated February 13, 2001, please amend the application as follows:

**IN THE CLAIMS:**

Please amend claims 1, 13, 22, 41, and 48 as follows:

1. (Twice Amended) A system for providing to a user advertising on a hypertext network, comprising:

- a. a server having advertisements, said server connected to the network;
- b. a client computer comprising advertising software, a display device, a storage device, an input device and a browser, said client computer connected to the network, said advertising software controlling ~~the~~<sup>1</sup> the presentation of a first set of information to the user in a first region of said display device, said browser controlling ~~the~~<sup>2</sup> the presentation of a second set of information to the user in a second region of said display device, said advertising software